Women's Policy Office
Executive Council

BUSINESS PLAN
2014 – 2017

Newfoundland
Labrador

Message from the Minister

Our government has made advancing the status of women in Newfoundland and Labrador a top priority and will continue to work diligently with stakeholders to support women in our province. This comprehensive plan of action is twofold: it will inform and support government decision-making and it will support our stakeholders with respect to the services and programs that they provide in relation to women in this province and the prevention of violence. In preparation of this plan careful consideration has been given to the strategic directions identified in Appendix A.

This plan has been prepared in accordance with the Provincial Government's *Transparency and Accountability Act* provisions for a Category 2 entity. This plan focuses on the processes necessary to meet government's commitments to women and girls. As Minister Responsible for the Status of Women, I am accountable for the preparation of this plan and for achieving the specific goals and objectives.

Charlene Johnson

Charlene Johnson, MHA
Minister Responsible for the
Status of Women

Table of Contents

Message from the Minister 2
1. Organizational Overview 4
   1.1. Mandate 4
   1.2. Vision 4
   1.3. Mission 2017 4
   1.4. Physical Location 5
   1.5. Positions at the Women's Policy Office 5
2. Lines of Business 6
   2.1. Policy Analysis and Advisory Services 6
   2.2. Information Collection and Communication Services 6
   2.3. Special Programs 6
   2.4. Violence Prevention Initiative 7
3. Values 7
4. Primary Clients 7
5. Issues 7
   5.1. Issue One: Economic Security 8
   5.2. Issue Two: Social Security 9
   5.3. Issue Three: Violence Prevention 11
Appendix A: Strategic Direction 2014-2017 13
Appendix B: Community Organizations 14

1. Organizational Overview

The Women's Policy Office (WPO) was established in 1985 to provide specific resources within the Government of Newfoundland and Labrador structure to pursue equality for women. The WPO is the central agency within the Provincial Government that supports the development of programs and policies to advance the status of women in the province. It is located within Executive Council, and the staff report to the Minister Responsible for the Status of Women. For 2014-15, the Women's Policy Office has a budget of $4.384 million.

1.1. Mandate

The mandate of the office is to:

- develop and expedite Provincial Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Provincial Government and departments;
- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy improving the status of women; and,
- liaise with Provincial Government departments and agencies, other governments and advisory councils and women's organizations on all issues affecting women.

1.2. Vision

The vision of the WPO is true social, legal, cultural and economic equality for women and girls in the province of Newfoundland and Labrador.

1.3. Mission 2017

The mission statement identifies the priority focus areas that the WPO will work towards as it moves forward on the strategic directions of the Government of Newfoundland and Labrador. WPO is dedicated to advancing the status of women by focusing on the removal of systemic barriers and through education and awareness of the impacts of violence, particularly against those most likely to experience violence.

Mission:	By 2017, WPO will have further enhanced the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.
Measure:	Contributions to the advancement of women's equality.
Indicators:	• Recommendations made to Government and departments to advance the status of women o The number of assessments conducted • Training provided regarding women's equality and violence prevention o The number of training programs o The number of participants who have completed training • Communications on issues related to the status of women to the public o The number of speaking engagements, press conferences, workshops and/or information sessions o The number of press releases and statements issued o The number of advertisements o The number of materials distributed

1.4. Physical Location

The WPO is located in St. John's on the fourth floor of the Confederation Building, West Block.

1.5. Positions at the Women's Policy Office

The Office has a core complement of an all female staff comprising of 11 temporary and permanent positions, including:

- Deputy Minister
- Secretary for the Deputy Minister
- Program, Policy, and Communications Analyst
- Director of Violence Prevention
- Provincial Training Coordinator
- Senior Policy, Planning and Research Analyst
- Manager of Economic Policy
- Manager of Social Policy
- Information Management Technician II
- Administrative Officer
- Word Processing Equipment Operator I

2. Lines of Business

2.1. Policy Analysis and Advisory Services

For the purposes of fulfilling the WPO's mandate, policy is understood to mean any action taken by the Government of Newfoundland and Labrador; therefore, the WPO works with executive members and policy analysts to support the development of gender-based analysis and special measures so that they can be applied to all appropriate policy in such forms as legislation, programs and services. By applying gender-based analysis and special measures, the WPO supports the Provincial Government's commitment to all women by increasing capacity to address traditional barriers.

The work of the WPO ensures that Cabinet and its committees are fully informed on how women are affected by policy and program decisions. The WPO highlights women's needs and advises on ways gender equity can be better achieved. As part of the gender lens, the WPO promotes the message that women and girls experience the world differently and may have different needs than men. Provincial Government departments and agencies, in developing their work, are encouraged to seek out current quantitative and qualitative data, sex-disaggregated data and analyze its findings, as well as consult with the women's community on proposed programs, legislation and policy matters.

2.2. Information Collection and Communication Services

The WPO is responsible for collecting information from a variety of sources to provide evidence-informed policy advice. To meet this responsibility, the WPO collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the WPO consults regularly with the women's community to identify ongoing and emerging issues of special concern, as well as potential solutions. Beyond providing policy advice to Provincial Government departments and agencies, the WPO communicates information on the status of women through publications, events and initiatives.

2.3. Special Programs

The WPO is mandated to take on special programs to advance the status of women. Currently, the WPO is leading and partnering on initiatives related to the development and monitoring of Gender Equity and Diversity Plans (GEDP). Such plans act as a special measure to address traditional employment barriers for women in male-dominated industries, departments, agencies and occupations province-wide. Special measures such as GEDP also help address current labour market shortages, especially in skilled trades. This work supports the commitment of this government for the enforcement of GEDP as a condition of contracts and/or release from environmental assessment processes.

2.4. Violence Prevention Initiative

The WPO administers the Violence Prevention Initiative (VPI), a multi-departmental Provincial Government-community partnership to prevent violence in Newfoundland and Labrador. The VPI provides leadership within the province to help address violence against those most likely to experience it, including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, lesbian, gay, bisexual and transgender persons, persons of differing race or ethnicity, and persons of differing economic status.

3. Values

The values expressed in this plan are intended to reflect staff standards for the operation of the WPO. In this context, they include:

CORE VALUES	ACTION STATEMENTS
Integrity	Staff promote the use of accurate and unbiased advice and respect the principle of confidentiality.
Teamwork	Staff promote and work together in creating an environment of collaboration, respect, trust and inclusion.
Equity	Staff are empathetic and deal fairly and consistently with individuals, communities, organizations and stakeholders.
Accountability	Staff take responsibility for their actions while adhering to timeframes and applicable guidelines and standards.
Leadership	Staff strive to create ways for everyone in our province to contribute to the advancement of women's social, cultural, legal and economic equality in this province.

4. Primary Clients

The primary clients as it relates to the WPO mandate is government departments and agencies. In order to fulfill its mandate as it relates to the primary clients the WPO works with a wide variety of organizations including: equality seeking women's organizations such as the Provincial Advisory Council on the Status of Women (PACSW); industry; business partners; other community groups; and federal government departments such as Status of Women Canada and agencies on a regular basis.

5. Issues

This three year plan provides an overview of the WPO including its goals and objectives to support the commitments made by the Provincial Government to advance the status of women in Newfoundland and Labrador.

5.1. Issue One: Economic Security

In 2011, women in Newfoundland and Labrador had an average income of $29,900, amounting to 65 per cent of men's average income of $46,000[1]. The wage gap between women and men has been difficult to close as the province's economy is dominated by resource development where high-paying male-dominated jobs prevail. The wage gap is one example of a systemic barrier that women face in achieving economic security. The Provincial Government recognizes this and has developed measures to support women in overcoming this barrier and continues to work on improving opportunities for women.

Since 2002, the Provincial Government has put measures in place to ensure that all Newfoundlanders and Labradorians, are able to avail of every opportunity in large resource developments by requiring that project operators develop and implement GEDP for their projects. These plans (along with business access strategies) are required as a condition of release from the regulatory process and/or environmental assessment of the proposed projects. The WPO, in partnership with the Department of Natural Resources, leads the Provincial Government in the negotiations of these plans.

WPO helps define and advance the Government of Newfoundland and Labrador's commitment to improve women's wages and broaden their occupational choices. Outreach and education/training initiatives aimed at increasing the number of women in the resource sector are delivered by the Women in Resource Development Committee (WRDC) and the Office to Advance Women Apprentices (OAWA), both of whom are funded by the Government of Newfoundland and Labrador. WRDC delivers a wide range of supports and initiatives aimed at employers, women and school girls. Since 2011, OAWA have registered on average 250 women each year in trades and helped employ an average of 110 tradeswomen each year through their outreach activities. An additional 40 tradeswomen were employed each year through the provincial government's Targeted Wage Subsidy program. WPO works with WRDC, OAWA and other agencies to help identify economic barriers to women and formulate recommendations and analysis that informs policy development.

The WPO continues its work on 'Women in Leadership' initiatives that aim to remove barriers that impede the advancement of women in leadership roles of all types. With the establishment of the *Ovations* program, which is designed to promote and encourage women in the province to take on leadership and decision-making roles, the WPO has participated in the Steering Committee which is chaired by the PACSW. Other members include private sector business leaders, Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) and a government representative from the Communications Branch. Other activities WPO is involved with include monitoring statistics related to women in decision-making roles,

[1] Statistics Canada. *Table 202-0407 - Income of individuals, by sex, age group and income source, 2011 constant dollars, annual*, CANSIM (database).

participation in a '*Women in Leadership*' conference and outreach to support women in elected office.

Goal 1:	**By March 31, 2017, the WPO will have supported Provincial Government departments and agencies in advancing the economic status of women.**
Measure:	Supported Provincial Government departments and agencies in advancing the economic status of women.
Indicators:	• Provided feedback and recommendations to government regarding economic issues affecting women. • Attended relevant interdepartmental committee meetings to ensure that potential impacts of policies and/or programs on women's employment, education/training and leadership potential are taken into consideration. • Represented WPO on outside Committees to address issues such as women's economic security and women in leadership. • Monitored data pertaining to policies, programs and initiatives.
Objective 1:	By March 31, 2015, the WPO will have advanced GEDP (in consultation with Natural Resources) to increase opportunities and improve environments for women working in non-traditional occupations.
Measure :	Advanced women's economic opportunities through stakeholder collaboration on GEDPs.
Indicator:	• Worked collaboratively to negotiate new GEDPs. • Updated existing plans with data and integrated necessary improvements to address barriers and challenges.
Objective 2:	By March 31, 2016, WPO will have increased the amount of information provided in relation to women in leadership roles to support the advancement of women in leadership.
Objective 3:	By March 31, 2017, WPO will have compiled and disseminated information and facilitated special measures as needed to support women in non-traditional occupations and training.

5.2. Issue Two: Social Security

The Provincial Government has made advancing the status of women and girls a top priority and continues to work diligently with stakeholders to support women in our province. Social well-being is a function of many variables including: health, housing, safety, cultural and political participation, justice, education, employment, income, leisure, social relationships, consumption and sustainability. The WPO works to promote women's social well-being through its work with provincial departments, partners and stakeholders.

In 2013 women accounted for 51 per cent (267,151) of the population, while men accounted for the remaining 49 per cent (259,551)[2]. Gender based analysis examines the differences in the lives of women and men, particularly those conditions that lead to social and economic inequality for women. Some of those differences can include data such as: women account for 48 per cent (125,900) of the labour force compared to 52 per cent (136,900) of men and 81 per cent (19,725)[3] of lone parent families are headed by women compared to 19 per cent (4,695) men[4]. Through the use of gender based analysis WPO is able to identify systemic barriers and impacts that policy might have on women in this province. Over the next planning period, the WPO will continue to work with departments to advance the social equality of women in Newfoundland and Labrador through gender based analysis.

The WPO will provide annual operating grants to the eight Women's Centres, the Multicultural Women's Organization of Newfoundland and Labrador, and the Newfoundland Aboriginal Women's Network (Appendix B) to support their work in advancing the needs of women through the delivery of core services in information and referral, direct services, public education and outreach, and community leadership. Through partnerships and working with key stakeholders and community organizations, the WPO is able to provide support, advice and guidance to government departments, and agencies.

Goal 1:	**By March 31, 2017, the WPO will have supported Provincial Government departments and agencies in advancing the social status of women.**
Measure:	Supported Provincial Government departments and agencies in advancing the social status of women.
Indicators:	• Provided feedback and recommendations to government departments and agencies regarding impacts on women. • Attended relevant interdepartmental committee meetings to ensure that potential impacts of policies, programs or initiatives on women and girls were taken into consideration.
Objective 1:	By March 31, 2015, the WPO will have provided information to support informed decision-making by organizations seeking equality for women.
Measure :	Research conducted and disseminated to support evidence informed decision making.
Indicator:	• Researched and analyzed gender information and provided it to women's equality seeking organizations. • Informed women's equality seeking organizations of provincial and/or federal consultations, funding, and program changes.
Objective 2:	By March 31, 2016, the WPO will have supported the advancement of social well-being for women and girls in rural and remote areas of

[2] Statistics Canada. *Table 051-0001 - Estimates of population, by age group and sex for July 1, Canada, provinces and territories, annual (persons unless otherwise noted)*, CANSIM (database).
[3] Statistics Canada, Labour Force Survey
[4] Statistics Canada, 2011 Census of Population and Statistics Canada catalogue no. 98-312-XCB.

	our province.
Objective 3:	By March 31, 2017, the WPO will have undertaken initiatives to educate girls, educators and families about the risks associated with social media.

5.3. Issue Three: Violence Prevention

The Provincial Government is committed to preventing violence in Newfoundland and Labrador through the VPI, a Provincial Government-community partnership to find long-term solutions to violence against populations most likely to experience violence and abuse.

Over the last several years, through the 2006-2012 VPI, the Provincial Government increased awareness, improved research, positively changed public attitudes and behaviours towards violence, enhanced community participation and improved legislation, policy, programs and services.

These actions supported women and children, youth, older persons, persons with disabilities, lesbian, gay, bisexual and transgender persons, persons of varying race or ethnicity, and persons of differing economic status.

The 2010 *Provincial Survey of Attitudes towards Violence and Abuse* showed that over 57 per cent of respondents indicated their awareness of violence had increased during the 2006 VPI action plan. Of these respondents, 62 per cent indicated that their attitudes towards violence and abuse had positively changed, and 37 per cent indicated their behaviours had consequently positively changed.

Despite prevention efforts, Newfoundland and Labrador's overall reported violent crime rate continues to increase, demonstrating the need to continue to invest in violence prevention.

Between 2006 and 2012, 37,238 violent crimes were reported against adults over the age of 18 in Newfoundland and Labrador. Of these crimes, 20,462 were against women and 16,776 against men. This represents an overall increase of 32 per cent in police-reported violent incidents against adults between the years 2006 and 2012. Violent crimes against women increased by 24 per cent, while violent crimes against men increased by 43 per cent[5]. It would be important to note that increased reporting may also be due to increased education and awareness of the impacts of violence through the VPI.

Between 2006 and 2012, 10,897 violent crimes were reported against children under the age of 18 in Newfoundland and Labrador. Of these crimes, 5,609 were against girls and 5,288 against boys. This represents an overall increase of 4 per cent in police-reported violent incidents against children between the years 2006 and 2012.

[5] Royal Newfoundland Constabulary/Royal Canadian Mounted Police. (2013). *Victim Age/Gender Analysis*. UCR data for period 2006-2012.

Violent crimes against girls increased by 12 per cent, while violent crimes against boys decreased by three per cent[6].

The 2010 *Provincial Survey of Attitudes Towards Violence and Abuse* showed that 48 per cent of respondents identified the need to continue to create awareness and education about what violence is and what can be done about it as the most important thing that can be done to prevent violence and abuse.

Educating everyone in the province, at every age, is the first step to preventing violence and abuse. The Provincial Government has evaluated the VPI action plan, *Taking Action Against Violence 2006-2012*, and through consultation with partners, stakeholders and victims of violence, is developing a new, focused action plan to commence in 2014.

Among its many activities, the VPI: administers a grants program for community anti-violence organizations including 10 Regional Coordinating Committees against Violence, the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre and the Transition House Association of Newfoundland and Labrador (Appendix B); coordinates the delivery of the *Violence Awareness and Action Training* and the *Respect Aging* programs; undertakes primary research on violence in the Newfoundland and Labrador context; facilitates meetings of VPI committees including the Community Advisory Committee; coordinates public awareness campaigns on violence prevention; and provides clearinghouse services for information on violence and violence prevention.

Goal 1:	**By March 31, 2017, the WPO will have undertaken initiatives to address violence against populations likely to experience violence.**
Measure:	Undertaken initiatives to advance violence prevention for populations likely to experience violence.
Indicators:	• Developed collaborative initiatives with partners and stakeholders to prevent violence against populations likely to experience violence and abuse. • New and updated research, training and public awareness strategies to aid in preventing violence against populations likely to experience violence and abuse.
Objective 1:	By March 31, 2015, the WPO will have provided education and training initiatives to recognize, prevent and intervene in violence and abuse.
Measure :	Provided education and training initiatives to recognize, prevent and intervene in violence and abuse.
Indicator:	• Provided *Respect Aging* train-the-trainer sessions to various target audiences to address violence against older persons. • Updated related materials and delivered the *Violence Awareness*

[6] Ibid

	and Action Training (VAAT) one-day workshop to address violence against women and other populations most likely to experience violence. • Updated related materials and delivered the *VAAT* two-day train-the-trainer workshop materials to address violence against women and other populations most likely to experience violence.
Objective 2:	By March 31, 2016, the WPO will have developed new initiatives to raise public awareness and positively change attitudes and behaviours towards violence and abuse.
Objective 3:	By March 31, 2017, the WPO will have collaborated with the Newfoundland and Labrador Statistics Agency to undertake new primary research regarding violence and abuse in the Newfoundland and Labrador context.

Appendix A: Strategic Direction 2014-2017

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one government entity. These directions are generally communicated by the Provincial Government through platform documents, Throne and Budget Speeches, policy documents, and other communiqués. The *Transparency and Accountability Act* requires departments and public bodies to take into account these strategic directions in the preparation of their performance-based plans. This action will facilitate the integration of planning practices across Provincial Government departments and will ensure that all entities are moving forward on key commitments.

The directions related to the Status of Women are provided below. Each strategic direction is comprised of a number of components, or focus areas. These focus areas will be addressed through the various planning processes of the department. As indicated in the table below, some have been addressed in this plan while others are addressed in the operational and/or work planning processes.

Title: Systemic Barriers
Strategic Direction: Improved opportunities for women through the removal of systemic barriers.

Strategic Direction Components	Business Plan	Operational Plan	Divisional Work Plan
1. Support the advancement of gender equality through the application of gender-based analysis to policies and programs.	X		X
2. Grow our industries and diversify our regional economies by advancing women's employment.	X		X
3. Ensure equitable access for women to	X		X

programs and policies that benefit them socially and economically.			

Title: Violence Prevention
Strategic Direction: Improved education and awareness of the impacts of violence, particularly against those most likely to experience violence.

Strategic Direction Components	Business Plan	Operational Plan	Divisional Work Plan
1. Improve education and awareness of the impacts of violence, through the new VPI Action Plan.	X		X

Appendix B: Community Organizations

Status of Women Council's	**Regional Coordinating Committees against Violence**
St. John's	
St. John's Status of Women Council 170 Cashin Avenue Extension St. John's, NL A1E 3B6 Tel: 709-753-0220 Fax: 709-753-3817 website: www.margueritesplace.ca	Coalition Against Violence 31 Peet Street – Tara Place, Suite 215 St. John's, NL A1B 3W8 Tel: 709-757-0137 Fax: 709-754-4949 http://www.coalitionagainstviolence.ca/
Bay Roberts	
	Communities Against Violence Sheppard Avery Building 195 Water Street, P.O. Box 130 Carbonear, NL A1Y 1B6 Tel: 709-597-3161 http://www.communitiesagainstviolence.ca/
Marystown	
	Burin Peninsula Voice Against Violence 60 Atlantic Crescent P.O. Box 87 Marystown, NL A0E 2M0 Tel: 709-279-4030 Fax: 709-279-5387 http://www.bpvav.com/
Clarenville	
	Eastern Regional Committee Against Violence 105 Manitoba Dr., Suite 304 Clarenville, NL A5A 1K2 Tel: 709-466-4676

	Fax: 709-466-4670 http://www.ercav.ca/home/
Gander	
Gander Status of Women Council 1st Floor, Polaris Bldg 61 Elizabeth Drive Gander, NL A1V 1G4 Tel: 709-256-4395 1-866-442-4445 Fax: 709-256-7767	The Roads to End Violence 157 Airport Boulevard Gander, NL A1V 1K6 Tel: 709-651-2250 Fax: 709-651-2295 http://theroadstoendviolence.ca/
Grand Falls	
Status of Women Central 5B Bayley Street Grand Falls-Windsor, NL A2A 2T5 Tel: 709-489-8919 / 1-888-235-4242 Fax: 709-489-8981 www.statusofwomencentral.ca	Violence Prevention South and Central Inc. 5 Hardy Avenue Grand Falls-Windsor, NL A2A 2P8 Tel: 709-489-8828 Fax: 709-489-8620
Corner Brook	
Corner Brook Status of Women Council 2 Carmen Avenue Corner Brook, NL A2H 6E3 Tel: 709-639-8522 Fax: 709-639-1093	Western Regional Coalition to End Violence P.O. Box 373 2 Carmen Avenue Corner Brook, NL A2H 6E3 Tel: 709-634-6606 Fax: 709-639-1093 http://www.wrcev.ca/
Stephenville	
Bay St. George Status of Women Council 54 St. Clare Avenue Stephenville, NL A2N 3B4 Tel: 709-643-4444 Fax: 709-643-4707	Southwestern Coalition to End Violence 31 – 37 Gallant Street P.O. Box 621 Stephenville, NL A2N 3B5 Tel: 709-643-1022/ 709-643-5399 Fax: 709-643-2293 http://www.swcev.ca/
Port aux Basques	
Gateway Status of Women Council P.O. Box 1359 4 Anderson's Lane Port aux Basques, NL A0M 1C0 Tel: 709-695-7505 Fax: 709-695-9756	
St. Anthony	
	Northern Committee Against Violence 279 West Street P.O. Box 847 St. Anthony, NL AOK 4SO Tel: 709-454-3351

	Fax: 709-454-2334 http://www.ncav.ca/home/
Labrador	
Labrador West Status of Women Council P.O. Box 171 Labrador City, NL A2V 2K5 Tel: 709-944-6562 Fax: 709-944-4078	Violence Prevention Labrador P.O. Box 23 Forteau, NL A0K 2P0 Tel: 709-931-2600 Toll Free: 1-866-446-8080 Fax: 709-931-2601 http://www.vplabrador.ca/home/
Mokami Status of Women Council P.O. Box 329, Stn. B Happy Valley-Goose Bay, NL AOP 1EO Tel: 709-896-3484, ext 202 Fax: 709-896-3472	
Additional Community Organizations	
St. John's	
Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre 360 Topsail Road, Suite 101 St. John's, NL A1E 2B6 Tel: 709-747-7757 Fax: 709-747-7758 http://www.nlsacpc.com/index.php	Transition House Association of Newfoundland and Labrador 510 Topsail Road, Suite 113 St. John's, NL A1E 2C2 Tel: 709-739-6759 Fax: 709-739-6951 http://www.thanl.org/
Multicultural Women's Organization of Newfoundland and Labrador (MWONL) Nuport Building, Box # 9 44 Torbay Road St. John's, NL A1A 2G4 Tel: 709-726-0321 Fax: 709-726-0322 www.mwonl.org	Provincial Advisory Council on the Status of Women 15 Hallett Crescent, Suite 103 St. John's, NL A1B 4C4 Tel: 709-753-7270 Fax: 709-753-2606 http://www.pacsw.ca/
Stephenville	
Newfoundland Aboriginal Women's Network 35 Carolina Avenue, Suite 131 Stephenville, NL A2N 3P8 Tele/Fax 709-643-1290 http://www.nawn-nf.com	